



COLORADO

**Colorado Water
Conservation Board**

Department of Natural Resources

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TO: Colorado Water Conservation Board Members

FROM: Greg Johnson
Water Supply Planning Section

DATE: May 17, 2017

AGENDA ITEM: 10. Colorado Foundation for Water Education 2017-2018 Scope of Work

Staff recommendation: Staff recommends the Board approve the Fiscal Year 2018 Scope of Work for the Colorado Foundation for Water Education (Foundation).

Background

The Board annually reviews and approves the Foundation Scope of Work (Scope) for the upcoming fiscal year (attached). The CWCB currently supports the Foundation's annual operations, water education, and outreach programs with \$150,000. This funding is in the form of an annual, automatic nonreimbursable grant from the Construction Fund.

The Scope covers tasks that align with both organizations' missions. The Scope includes three overarching tasks: Organizational Development, Water Education & Leadership Program Support, and Water Information Program Support. The tasks within each section allow the CWCB and Foundation to prioritize work related to Colorado's Water Plan goals and objectives, including education and outreach.

Lauren Ris, Greg Johnson, and Mara MacKillop currently serve as the DNR and CWCB representatives on the Foundation's Board. Jayla Poppleton, the Executive Director of the Foundation, will be present at the meeting to make a presentation and answer questions.





FY2018 Draft Scope of Work

Organizational Development

1.1 Membership Program Growth

Overview

Now in its 15th year, the Colorado Foundation for Water Education has built a diverse and solid membership, but that membership needs to perceive real value on its investment in order to remain loyal. In addition, for the organization to continue growing its capacity to deliver statewide water education programming, a steadily growing membership is needed. Delivering a wide variety of member benefits, as well as cultivating relationships and continuing to develop and nurture partnerships to grow the membership program will require time and resources.

Work Plan

CFWE will complete an overhaul of its membership program, including revising member benefits, updating membership communications, and adding two member appreciation events. In addition, a strategy will be developed to cultivate membership among a wider range of organizations and individuals, through activities such as visiting every roundtable at least once in FY2018 to engage roundtable members as CFWE members.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$20,000	\$5,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Ensure a diverse and active basin roundtable membership, and provide communication tools to inform roundtable constituents and enable constituents to deliver meaningful feedback to the roundtables in return *Outreach, Education & Public Engagement, Sec. 9.5*

1.2 General Public Outreach

Overview

Colorado continues to welcome thousands of new residents every month who are unfamiliar with the water resource constraints and concerns in our state. We continuously receive input from our members and the broader water community that more general public education and

outreach is needed. CFWE will work to deliver a series of casual, social water events throughout the state to provide a high-level introduction to Colorado water issues, to generate interest among citizens and stakeholders to delve deeper into learning about their water, and to provide an introduction and gateway to CFWE and its educational resources.

Work Plan

CFWE will engage in the following:

- Organize 4-6 casual, evening social water events throughout the state
- Host one water regionalization seminar for members of the public to interact with local water managers
- Participate as an engagement partner in the TAP-IN project, including hosting one reverse-pitch event for the entrepreneurial community.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$35,000	\$15,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Inform Coloradans about water issues to encourage engagement and innovation in determining Colorado's water future *Education Critical Action, Ch. 10*

Water Education & Leadership Program Support

2.1 Water Fluency

Overview

In its third year, CFWE's Water Fluency course offers elected officials, appointed water board members, students and members of the public immersion in the language and concepts of water as well as tools for navigating the culture, complexity and future of water management and policy issues. This 3-month class received strong positive feedback in its initial year, and both the first and second year classes were filled past the 35-member capacity. In partnership with CML, CCI and SDA, CFWE will offer the fourth course on the southern Front Range.

Work Plan

CFWE will evaluate feedback from the 2017 course, adjust the curriculum, market the program and hold 4 sessions between April and July 2018 in the Pueblo area.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$30,000	\$5,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Strengthen partnerships with local governments *Municipal Water Conservation Actions, Sec. 6.3.1*
- Strengthen partnerships with local municipalities and county governments *Land Use Actions, Sec. 6.3.3*
- Encourage the incorporation of best management practices in land use for water demand management, water efficiency, and water conservation *Land Use Critical Action, Ch. 10*

2.2 Water Leaders

Overview

The Water Leaders program is a highly regarded professional development program for mid-career water professionals. The curriculum instills leadership and management principles in a select group of water professionals, broadens their knowledge of Colorado water issues, and grows their peer network.

Work Plan

CFWE will complete the second half of the 2017 course, collect and analyze feedback, adjust the curriculum based upon that feedback, market the program, select applicants and run the first half of the 2018 program.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$90,000	\$25,000

Support of Water Plan Implementation

Colorado's Water Plan does not directly call for investment in the knowledge and skills of the work force needed to carry out its goals. However, implementing the Water Plan will require the next generation of leaders to be versed in the techniques of collaboration, compromise, shared values, and have a wide knowledge base and diverse professional network. The Water Leaders program, by instilling these values within our profession and widening the experience and networks of the class members, is foundational to implementing many of the Water Plan recommendations.

2.3 Water Educator Network

Overview

The Water Educator Network is a membership group of educators who are interested in increasing the amount, quality and effectiveness of water education in Colorado. The Network's goal is to increase the capacity of local water educators by providing members with tools,

trainings and collaborations that are relevant to their work, easily accessible and simple to implement.

Work Plan

CFWE will recommit to working with the CWCB Education & Outreach Coordinator to identify the tasks most relevant to the CWP's goals, and to better coordinate with the Public Education, Participation and Outreach liaisons from the basin roundtables. At a minimum, activities will include a workshop for educators on strategies for community outreach and engagement, and a series of Project WET trainings, as well as development of a resource directory for educators. CWCB's Education and Outreach Coordinator will receive a Water Educator Network membership free of charge.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$30,000	\$10,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Foster continued engagement of the Water Education Task Force and use the network of existing water educators in a coordinated fashion to educate the various and diverse audiences in Colorado *Outreach, Education & Public Engagement Actions, Sec. 9.5*

2.4 Tours

Overview

CFWE's one-day and multi-day tours are an opportunity for decision makers, water professionals and interested citizens to see water management in action and to get an up-close look at the challenges and opportunities currently before the industry. Tours regularly hit capacity, and generally one-half of tour attendees are individuals new to CFWE. CWCB's contribution through the Scope of Work keeps the registration fees for tours affordable, reducing them by more than a third of what they would be otherwise.

Work Plan

CFWE will produce one multi-day Annual Basin tour, as well as one full-day tour focused on innovative farm operations and water-sharing agreements, and one full-day tour focused on climate science. The Basin Roundtables will be involved in the agenda setting and presentation of the Annual Basin tours in order to focus a portion of the agenda on their Basin Implementation Plans. CWCB will receive one seat on all tours free of charge.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$45,000	\$10,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Support and assist the basin roundtables in moving forward priority municipal, industrial, environmental, and agricultural projects and methods identified in their BIPs *Supply-Demand Gap Critical Actions, Ch. 10*
- Support education on agricultural viability options, ATMs, education for farmers on available incentives for on-farm implementation of agricultural conservation measures, water sharing opportunities, and other tools available to growers *Outreach, Education and Public Engagement, Sec. 9.5*
- Support education on the connection between climate change and water *Outreach, Education and Public Engagement, Sec. 9.5*

Water Information Program Support

3.1 Topical Focus: Alternative Transfer Methods

Overview

CFWE has published *Headwaters* magazine since 2003 and now boasts more than 40 issues in its archives, all of which are available online. Each year the CFWE Program Development Committee chooses three or four of the most current, pressing topics for Colorado water as the focus not only for *Headwaters*, but also for companion content produced in other non-print channels, including webinars, the Your Water Colorado blog, and the Connecting the Drops radio program. The impartial content CFWE produces and disseminates reaches more than 20,000 people for each topic in Colorado and beyond. Coverage highlights recent innovations, collaborations, policy developments, and challenges/opportunities on the given topic in order to inform the statewide water community, decision makers, and interested citizens from a non-advocacy perspective.

The water plan identifies alternative transfer methods and water sharing agreements as a key pathway toward a sustainable water future. Significant public and private dollars have already been invested in piloting and implementing ATMs and water sharing agreements, and we will report on both the lessons learned and opportunities moving forward.

Work Plan

CFWE will produce the following:

- Fall 2017 issue of *Headwaters* magazine on ATMs
- One 3-4 minute public radio segment in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado
- Series of blog articles authored by CFWE staff and experts in the field of ATMs
- One webinar based on selected *Headwaters* content
- CWCB will receive 25 copies of the *Headwaters* magazine free of charge and be invited to serve on the peer review work group

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
July-November 2017	\$40,000	\$17,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Seek to help stakeholders understand the benefits and social barriers of ATMs and how they can function under existing and future law *Alternative Agricultural Transfers, Sec. 6.4*
- Support education on agricultural viability options, ATMs, education for farmers on available incentives for on-farm implementation of agricultural conservation measures, water sharing opportunities, and other tools available to growers *Outreach, Education and Public Engagement, Sec. 9.5*

3.2 Focus: To Be Determined by CFWE Program Development Committee (Land/Water Trusts or Public Lands are strong candidates)

Overview

CFWE has published Headwaters magazine since 2003 and now boasts more than 40 issues in its archives, all of which are available online. Each year the CFWE Program Development Committee chooses three or four of the most current, pressing topics for Colorado water as the focus not only for Headwaters, but also for companion content produced in other non-print channels, including webinars, the Your Water Colorado blog, and the Connecting the Drops radio program. The impartial content CFWE produces and disseminates reaches more than 20,000 people for each topic in Colorado and beyond. Coverage highlights recent innovations, collaborations, policy developments, and challenges/opportunities on the given topic in order to inform the statewide water community, decision makers, and interested citizens from a non-advocacy perspective.

The connection between land and water is incredibly important, and CFWE is interested in covering land management as it relates to water either from the private or public perspective—or possibly both. The CFWE Program Development Committee, which includes a CWCB staff person, will make a determination on topic by June or July 2017.

Work Plan

CFWE will produce the following:

- Half-day gathering of experts to identify the issues, current research, challenges and opportunities that CFWE should focus on
- Winter 2018 issue of *Headwaters* magazine
- One 3-4 minute public radio segment in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado

- Series of blog articles authored by CFWE staff and experts in the field
- One webinar based on selected *Headwaters* content
- CWCB will receive 25 copies of the *Headwaters* magazine free of charge and will be invited to serve on the peer review work group

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
July 2017-February 2018	\$40,000	\$17,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Work on creating resilient watersheds to protect, restore and enhance water quality in the face of climate change *Critical Action Plan, Sec. 10*

3.3 Topical Focus: To Be Determined by CFWE Program Development Committee (Stream Management Planning is a strong candidate)

Overview

CFWE has published *Headwaters* magazine since 2003 and now boasts more than 40 issues in its archives, all of which are available online. Each year the CFWE Program Development Committee chooses three or four of the most current, pressing topics for Colorado water as the focus not only for *Headwaters*, but also for companion content produced in other non-print channels, including webinars, the Your Water Colorado blog, and the Connecting the Drops radio program. The impartial content CFWE produces and disseminates reaches more than 20,000 people for each topic in Colorado and beyond. Coverage highlights recent innovations, collaborations, policy developments, and challenges/opportunities on the given topic in order to inform the statewide water community, decision makers, and interested citizens from a non-advocacy perspective.

The water plan identifies the development of stream management plans as a key measureable objective. Although much of the work is still in its infancy, it could be a key time for CFWE to help provide some momentum. This issue could explore the relationship between stream management plans and watershed plans, look at existing plans and lessons learned, as well as identify best practices and collaborative pathways for implementing stream management plans on new stream reaches.

Work Plan

CFWE will produce the following:

- Half-day gathering of experts to identify the issues, current research, challenges and opportunities that CFWE should focus on
- Summer 2018 issue of *Headwaters* magazine

- One 3-4 minute public radio segment in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado
- Series of blog articles authored by CFWE staff and experts
- One webinar based on selected *Headwaters* content
- CWCB will receive 25 copies of the *Headwaters* magazine free of charge and will be invited to serve on the peer review work group

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
January-June 2018	\$40,000	\$17,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Work with basin roundtables and other stakeholder groups to develop stream management plans for priority streams identified in a BIP, or otherwise identified as having environmental or recreational value *Environmental and Recreational Projects and Methods Actions, Sec. 6.6*

3.4 Topical Focus: Statewide Water Supply Initiative

Overview

CWCB will spend staff and financial resources in FY2018 updating SWSI. CFWE will use its communication channels to convey the goals, process and outcomes of this important work.

Work Plan

- 2-3 blog posts providing updates on SWSI goals, process and progress

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$2,000	\$2,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Ensure that water remains a focus of Colorado's ongoing policy development and that state policies continue to be responsive to ongoing technical and stakeholder work *Updating Colorado's Water Plan Ch. 11*

3.5 Citizen's Guide Update: Where Your Water Comes From

Overview

CFWE has built its Citizen's Guide series over time, and now offers 10 reference guides, which serve as comprehensive primers on key aspects of water management, history, law and quality. The Citizen's Guide to Where Your Water Comes From is a perfect introduction to Colorado water for interested citizens, however it was last published in 2005. It is time to update the content of this guide and give it a visual facelift, so CFWE will produce a second edition this year.

Work Plan

- Half-day gathering of experts to identify the issues, current research, challenges and opportunities that CFWE should focus on
- Updated Citizen's Guide to Where Your Water Comes From
- One 3-4 minute public radio segment in partnership with Rocky Mountain Community Radio and their coalition of 15 stations in Colorado
- Series of blog articles authored by CFWE staff and experts

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$30,000	\$12,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Support education on Colorado's water challenges, solutions, and the need to be adaptable to changing conditions *Outreach, Education and Public Engagement, Sec. 9.5*

3.6 Website Redevelopment and Online Content Expansion

Overview

CFWE is known for the high quality of our print publications and intends to continue investing in this work. At the same time, we are behind the curve in offering readily accessible online content, with an outdated website that uses old technology and isn't conducive to providing content that is clearly targeted to varied audiences with different information-gathering needs.

In FY2016, CFWE completed a communications assessment which identified the redesign, modernization and expansion of our online platforms as a top priority for ongoing success in reaching our audiences. This work is needed to improve the user experience and bring CFWE into the modern era where mobile responsiveness is a must and online content must be both compelling and current, as well as easy to find and navigate. Investing in updating and redesigning our website is a key next step in pursuing our strategic goals to increase decision makers' exposure to a diverse array of quality water information and making it easier for the

water-interested public to be more deeply involved in water issues. We laid the groundwork for a website redevelopment in FY2017, and are prepared to move forward in FY2018 to finish the project.

Work Plan

CFWE will contract a professional web developer, survey our stakeholders, and re-craft our website to provide increased online content, mobile responsive functionality, and improved navigability. As part of the project, a strategy for curating content and maintaining an increased capacity for up-to-date reporting on water issues will be developed. The CFWE communications committee will provide input into the process, and the CWCB Education and Outreach Coordinator is invited to join the committee.

Schedule and Budget

Timeframe	Total Budget	CWCB Contribution
Throughout FY2018	\$60,000	\$15,000

Support of Water Plan Implementation

The above activities will help CWCB in their implementation of the following stated goals:

- Significantly improve the level of public awareness and engagement regarding water issues *Education Measurable Objective, Ch. 10*